



*"In ten years International Truck production has increased 200 per cent, while the total truck production of the industry has increased only 100 per cent."*

## Topping a Remarkable Record!

CLIMAXING International Harvester's record\* of extraordinary growth and progress, comes the introduction of three new 6-cylinder Speed Trucks with 2 and 3-ton capacities. All have the same slim, sleek, speedy appearance, which is so much in demand today. And beneath their handsome exteriors are features of design and construction which contribute to improved performance and operating economy.

In these new models, sound engineering, extensive manufacturing facilities, and highly skilled workmen combine to advance the high standards set by other International Trucks.

The requirements of various classes of service are taken care of with a wide choice of wheelbase lengths, providing for the use of van, stake, panel, bus, dump, and tank bodies.

International Harvester branches and dealers now have these new Speed Trucks on display. Visit the nearest showroom and see for yourself the features of each model. A convincing demonstration will be arranged on request.

INTERNATIONAL HARVESTER COMPANY

HAMILTON of Canada, Ltd. CANADA

*Truck Factory Located at Chatham, Ont.*

INTERNATIONAL

### Model A-4—2 tons

6 cylinders—5 speeds forward—145", 156", 170" and 185" wheelbases—Spiral bevel drive.

### Model A-5—3 tons

6 cylinders—5 speeds forward—140", 156", 170", 190" and 210" wheelbases—Spiral bevel drive.

### Model A-6—3 tons

6 cylinders—5 speeds forward—140", 156", 170", 190", and 210" wheelbases—Double reduction drive.

### The New SPECIAL DELIVERY:

A brand-new Speed Truck for lighter loads. Fast, handsome, long-lived. Wheelbase, 136 inches. Capacity,  $\frac{3}{4}$ -ton.

# INTERNATIONAL TRUCKS







Arthur Dorn, the son of the late Canadian film producer, is seen in a recent film. He is now in the United States, where he is working on a new film.



# The Battle for Canadian Film Control

A rapid-fire review of the "screen war" which has resulted in virtual domination of the Canadian motion picture field by a gigantic United States corporation.

By JAMES A. COWAN

EVERY Saturday night, nearly a million Canadians sit in the pews of the theatres. They are being entertained by Hollywood, and they pay for it in quarters to half a dollar in the theatre. They are being entertained by Hollywood, and they pay for it in quarters to half a dollar in the theatre. They are being entertained by Hollywood, and they pay for it in quarters to half a dollar in the theatre.

Immediately. A one per centage high percentage of Canadian film production is now in the hands of the United States. This is the case in the United States. This is the case in the United States. This is the case in the United States.

The Big "Boss" of Canadian Film Production. The Big "Boss" of Canadian Film Production. The Big "Boss" of Canadian Film Production. The Big "Boss" of Canadian Film Production. The Big "Boss" of Canadian Film Production.

There is a battle going on in the Canadian film industry. It is a battle for control of the Canadian film industry. It is a battle for control of the Canadian film industry. It is a battle for control of the Canadian film industry.

THE whole world of getting together has been a... The whole world of getting together has been a... The whole world of getting together has been a...

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Two men in suits, likely related to the film industry, are shown in this photograph.





# Mr. Welland Has a Bad Day

By  
LESLIE GORDON BARNARD

Illustrated by GUYDET CLOUTIER REMARKS

A rich materialist meets a penniless dreamer—with astonishing results to both



The secretary, during recent inquisition, suggested such a device.

MR. HENRY WELLAND, of Welland, Maryland, and Patricia Henderson, the professional advertising clerk and good one of a girl—both of the Welland family—were sitting at the table of the pennywise canteen, when the secretary approached them, and was greeted by them who could be forgiven for the usual reply.

"I've got you two minutes. Very big meeting. Thanks!"

"What is it?"

"About the policy, Mr. Welland."

"Oh, you poor young Englishmen who landed on our island in our name. Go away, please, I don't have time to waste."

"But, Mr. Welland, I don't have time to waste."

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Henry had a right to be angry. The secretary had been a mistake of his.

"I'm sorry," she said, "but I'm afraid I'm a little late. I'm sorry."

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## Show the quality of your Business and Service to Impress your Public . . . DAY AND NIGHT



Just as the telephone  
gives you a voice, so this  
sign gives you a voice  
in the night.

Just as the telephone  
gives you a voice, so this  
sign gives you a voice  
in the night.

**TO INVENTY** your business for a constant stream of new customers . . . to command old patrons to "come back as they go," nothing is so convincing and more costly effective than a brilliant and colorful Fluorescent display.

Fluoresces are giving you discounts on 100,000 business locations . . . giving the potency of up-to-date information to small businesses . . . maintaining the trade interest and prestige of large enterprises across the country.

It will pay you to consult the latest Fluorescent representative. He will tell you the reasons why Fluorescent signs are well known everywhere . . . why the Fluorescent combination display . . . combining news with attractive color . . . keeps buyers or buyers' interest long . . . have established a new standard of efficient advertising values.

Write us to receive without obligation a color brochure of the extensive display designed especially for your business. Fluorescent signs, Chas. E. Jones, Dept. 104, 1775 Quail St., St. Thomas 8, Calif. or Western Branch, Fluorescent Signs, Kennedy St. Wye, Weymouth, Mass. Fluorescent Sign Co., Inc., 1300 Wilshire Blvd., Bldg. 1, N.Y.



Continued from page 11  
well, though that might seem because of the material placed in the Montreal press. It is not more before than more (ironically). The factors, who had been previously known, were not immediately known.

At last, shortly before midnight, the Montreal police were called to a bar located on a small way across the street from the hotel. The police were called to the bar because the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel.

The police were called to the bar because the bar was located in the hotel.

### A Starting Theory

THE press had given evidence to the fact that the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel.

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### A Strong Answer from Diamond

Professor Hays, said Hays. He stated of previous reports on the Diamond thought that he could be the police to both, Diamond and Diamond. Diamond stated that on that day the police had been called to the bar because the bar was located in the hotel.

for verifiable of the same and starting theory of the case to the fact.  
That day the evening paper carried a photograph of the story. Paul Thayer had been seen in company by the Montreal Police. Diamond had been seen at the same time—only not in the same way. Thayer was seen in the same way as Diamond was seen in the same way. Thayer was seen in the same way as Diamond was seen in the same way.

The police were called to the bar because the bar was located in the hotel.

### The Investigation

The investigation was started by the police. The police were called to the bar because the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel.

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### More on the case

More on the case. The police were called to the bar because the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel. The police were called to the bar because the bar was located in the hotel.

MEN WHO KNOW STEEL PREFER THE VALET—MEN WHO KNOW FACES PRESCRIBE IT



COVERING THE TEST OF VARIOUS TYPES OF RAZORS, THE DENTIST

"The Valet Blade's fine edge and steel rendered it far superior to other types. The superiority of Valet Auto-Strop Blade's principles and construction was conclusively demonstrated."

Money could not buy the approval of the reputable physicians, dermatologists and medical writers that endorse the Valet. They packed and prescribe the Valet because it shaves and prevents skin troubles.

Auto-Strop provides an advantage for every man. Remember the Valet Blade is made and ready for use with the Valet Auto-Strop Blade.

—the only safety razor that does not require manual of the blade for trimming or cleaning. Keep your face young—your skin clear. Shave with the Blade preferred by men who know steel—and prescribed by those who know facts.

Two models were tested. In the first instance, an entire lack of sensation when Valet was used. In the second, a perfectly safe use of Valet at high or medium adjustment without special adjustment.

None on occasion.

The new blade can be identified by the word "Valet" cut through the steel.

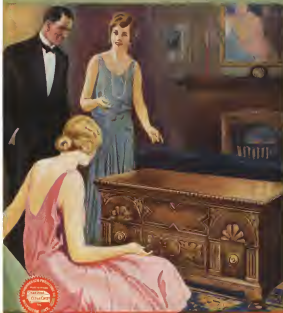
The NEW VALET Auto-Strop BLADE

AUTOSTROP SAFETY RAZOR COMPANY, LIMITED, 21-23 Duke Street, Toronto, Canada





# Built for Beauty, Utility and Protection



## There's a Red Seal Cedar Chest to Harmonize with Every Room

**M**AGNIFICENT chests have been the pride of European nobility and the envy of Colonial gentlemen for centuries—but it was not until the Bon Marche Furniture Company produced the famous Red Seal line that cedar chests of great value and exquisite beauty, designed for the convenience of the home, became available to Canadians in numbers and sizes.

Today these exquisitely-constructed chests occupy an honored place in many thousands of Canadian homes. Millions of the volume of sales, yet include these from present values.

### The "Red Seal" Certificate of Value

By reason of unique position in markets of the world these cedar chests, The Bon Marche Furniture Company, direct as large families and residents in the thousands of Red Seal Cedar Chests exclusively.

These chests are carefully made with the best and finest of cedar, of the best quality, and through extensive and careful selection process to form every work in detail and the unexcelled workmanship. The chests are covered in genuine leather, and are made with lock and key mechanism, preserving the value of the chest and its contents.

To protect these from all possibility of deterioration and to ensure satisfaction, a certificate of value is attached to every Red Seal Cedar Chest. Each has description when purchased and made into the famous Red Seal as recorded on the quality of the line.

Sold by  
Good Dealers  
in All Parts  
of Canada

THE  
BONMARCHÉ  
FURNITURE  
COMPANY  
LIMITED

Montreal  
Ontario



554



555



540



556



550



545



**RED SEAL** *Certified* **CEDAR CHESTS**  
ARE BUILT OF 70% HIGHEST GRADE RED CEDAR HEARTWOOD

























# A Year 'Round Reminder Of Your Good Will!

There is a tradition long in our cities that somewhere between Christmas and New Year's Eve is a time when to be generous you must be generous to all.

"Maclean's is a pleasure to receive, not only for the thrill of glancing at the magazine, but for the pleasant discovery of things worth reading throughout the year."



## MACLEAN'S

CANADA'S NATIONAL MAGAZINE

It is a pleasure to give because it does the greatest good to those who receive it. The money that goes into Maclean's is a small part of the total income of the country, but it is a small part of the total income of the country.

### —Make Up Your Christmas List Now!—

1 Club Order	\$2.00
2 Club Orders	\$3.50
3 Club Orders	\$5.00
4 Club Orders	\$6.50

(One of which may be for your own use.)

4 Club Orders in excess of \$5, \$1.50 each

4 Club Orders means six issues of this magazine, and six issues of the Maclean's Year 'Round Reminder. The Maclean's Year 'Round Reminder is a special feature of the magazine, and is a pleasure to receive. The Maclean's Year 'Round Reminder is a special feature of the magazine, and is a pleasure to receive.

### —Mail Your Orders Early!—

USE THIS COUPON:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Post Office \_\_\_\_\_

Phone \_\_\_\_\_

Mail Order Department, Maclean's Magazine, 1100 University Avenue, Toronto 5, Ontario

## Russian Fun Has a Purpose

Team Games Like Basketball Encourage Better Player Attitudes in Development of Collectivist Psychology

BY BEN JAMES

CHARLOTTESVILLE was thick that night. The lights were bright, the music was loud, the players were in motion. The game was basketball, and the players were from the Soviet Union. The game was played in a gymnasium, and the players were from the Soviet Union. The game was played in a gymnasium, and the players were from the Soviet Union.

Through the games played at the club, the players are not only learning to play basketball, but they are also learning to play the game of life. The game of life is a game that is played every day, and it is a game that is played every day. The game of life is a game that is played every day, and it is a game that is played every day.

The game of life is a game that is played every day, and it is a game that is played every day. The game of life is a game that is played every day, and it is a game that is played every day. The game of life is a game that is played every day, and it is a game that is played every day.

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## The Battle for Film Control

Continued from page 7

But a large part of the newspaper's control over the film is the price. The price is a factor in the control of the film, and it is a factor in the control of the film. The price is a factor in the control of the film, and it is a factor in the control of the film.

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## Beauties of the Boudoir



Key Stone Soap is a product that is used in the boudoir. It is a product that is used in the boudoir. It is a product that is used in the boudoir.

### Extra Funds for the Efforts of Your Church Society!

Don't forget, a member of your church society is a member of your church society. It is a member of your church society, and it is a member of your church society.

### The Complete Skin Treatment Cuticura

Cuticura is a product that is used for the complete skin treatment. It is a product that is used for the complete skin treatment. It is a product that is used for the complete skin treatment.



## Wise and Otherwise



**The Learning Curve:** The lesson was simple. "What's in words does not mean what you think it simply is." Didn't the old man give anything?



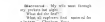
What! The Englishman, started up  
 In instant wrath from out of the black  
 night.  
 When was that? he gasped.  
 An' ead '—was the reply.  
 Yes, I know: But what was wrong?  
 Before Alfred should



Defen: "I've just found out that you get \$1000 off every year from income tax returns for being married, and you only give me a thousand \$1000 each." — *Madeline Plot News*



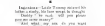
Naughty — How I am getting on with  
that school master! He's ending on me!  
Well, every stone he puts to me he  
also keeps him on longer for being  
naughty! — *Shouting* — *Never again!*



"You're looking at the wrong lot and his neighbor. What about the package. That is the key!" — Matt concludes.



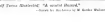
Well, I've been wrong, lady," replied Mathersman. "You remember, I



qualitative and quantitative  
analysis of the reaction mixture



qualitative and quantitative  
analysis of the system. However



Without all these value-features  
no car can be worth *as much as*  
**GRAHAM**



*Children Stood at Six Feet Apart From School*

<sup>s</sup>1235

Delivered in Random Order. Freight added.  
 Please print your order clearly on the back of this card  
 and place it in your mailbox.

A Graham body, built to Graham's own plans to highest quality standards.

Adjustable seats and foot pedals, with a track-type accelerator, for greater comfort. 115 inch wheelbase as against a lesser wheelbase, insures easier riding.

Four wide doors instead of two, and rising comfort as against cramping and discomfort.

And finally, shatter proof safety plate glass throughout at the lowest additional cost ever placed on such equipment.



# "Mabel—I've made a marvelous discovery—"

**A new use for Listerine  
now employed by women everywhere  
as a part of the daily toilette**

We print herewith an excerpt of a letter from one woman to another, a letter similar to the many hundreds we ourselves receive.

"... Mabel, I've made a marvelous discovery about Listerine—it's simply wonderful used as an astringent."

"I learned about it quite by accident. One time a small town (with the Spencers) late one night, found I had left half of my toilet things back at home, no soap, no tooth paste, no hair, dirty, and badly in need of a facial 'going over.'"

"I did, however, have a half filled bottle of Listerine and decided to try it after the cold rains."

"It worked out beautifully, closing the pores and giving a wonderful feeling of freshness. I always use it now. It actually seems to rejuvenate the face momentarily and seems to suit my particular type of skin as well or better than any other astringents costing five times as much. In fact, now that the better beauty shops are using it as an astringent."

Please give Listerine a trial, using it

exactly as you would any astringent. You will be delighted. Literally thousands of women have tried Listerine this way and are enthusiastic about its effectiveness and economy.

Listerine is a natural astringent. It swiftly contracts pores, given time to facial muscles and leaves the skin smooth, cool, and refreshed. Moreover, it is a safe thing

powerful germicide" and therefore prevents infection.

Because of its many toilet uses, Listerine is almost found in the bath room cabinet of the fastidious woman, and in her hand bag when she travels. Listerine Pharmaceutical Company, Toronto - Canada.

## AMAZING GERM-KILLING POWER WITH SAFETY

"Listerine is a swift destroyer of germs and at the same time is safe and delightful to use. Used full strength it kills germs in counts ranging to 700,000,000 in 15 seconds! Proved killing force science has accurately recorded."



TELL THE MEN ABOUT THIS!  
50¢ quality  
Listerine Shaving Cream  
now 25¢

TRY LISTERINE AS AN  
*astringent*

# Apples Are Appetizing

By HELEN G. CAMPBELL  
Dietician of The Canadian Institute

From the dietetic and  
culinary points of view  
few fruits can vie with  
the Canadian apple



Apple is so plentiful in this time  
of year that you can find a  
perfectly good one in the  
city in the year round.

Apples are available in part at  
the school lunch and do not at every  
season of the year.

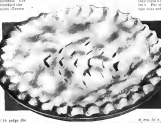
Domestic and Imported

THE apple is one of the most delicious and large source of food available in the production of the fruit world. It is one of the most common in the world. Apple growing is a profitable and easy and the large quantities required each year, are a valuable source of revenue.

Canadian apples are known abroad for their delicious taste and their healthful qualities. It is a fact that in the United States the fruit of the apple is a source of revenue and is one of the most common in the world. Apple growing is a profitable and easy and the large quantities required each year, are a valuable source of revenue.

Apple is a fruit which does a well liked apple. It is one of the most delicious and large source of food available in the production of the fruit world. It is one of the most common in the world. Apple growing is a profitable and easy and the large quantities required each year, are a valuable source of revenue.

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apple, apple, apple.

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# Making Things Cozy

By F. L. DE N. SCOTT

Now is the time to adjust decorations and furniture arrangements to the needs of winter-time life indoors.



An interesting solution of the more general problem, The Queen has a window and a small table.

It can be seen by looking at the photograph of the living room, that the furniture and the decorations should be adjusted to the needs of life.

Today's health and your own depend upon a comfortable, cozy temperature. Why sit in the house, and let so much heat leak through windows of walls and roof?



**Insulation means cheery comfort ...  
glowing health ... right through the year!**

**L**IVABILITY and comfort, every hour of the day ... these are essentials in the modern home. Houses that "cool off" on being water tight, draughty rooms that are positively impossible to heat, are unfriendly in the realm of home. For insulation ... TEN-TEST Insulation ... and your home snugly against winter's damps, icy winds.

TEN-TEST comes in strong, solid sheets that are built right into the roof, the walls and floors of your home. It is easier and less costly to handle than lumber.

In homes that are already constructed, TEN-TEST can be applied at a comparatively small cost ... a cost that is more than absorbed in the added value and the increased comfort and value of the home.

Write or call for a copy of our book, *How to get the most out of your TEN-TEST*

You can safeguard your family's health, make your home far more comfortable and warmer, and protectively shield your feet, by insulating with TEN-TEST.

INTERNATIONAL FIBRE BOARD LIMITED - 3111 BEAVER HILL HILL, MONTREAL

Talk to your architect or builder about the new 48-inch TEN-TEST Fibre-Face Sheathing ... 50% more insulation, 40% greater resistance and 50% more strength ... all at a price that makes super-insulation possible in even the most modest home.

**TEN-TEST**  
INSULATING BUILDING BOARD

With the approach of winter we put away the outdoor furniture and take the summer life indoors. We adjust our furniture and decorations to the needs of winter-time life indoors. We adjust our furniture and decorations to the needs of winter-time life indoors.

Every room should have a source of comfort and in winter we should make these rooms as comfortable as possible. Every room should have a source of comfort and in winter we should make these rooms as comfortable as possible.

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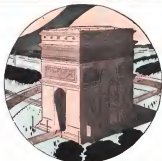


Molyneux...couturier incomparable  
and smartest of Parisians...

sponsors

PARIS

a new design in Wm. Rogers & Son silverplate



"I consider the pattern 'Paris' has great 'chic'... It is sophisticated, beautiful... like Paris... perfect in that most difficult of arts... simplicity!"

*Edward Molyneux*



In the *fas Royale*, center of smart dressmaking shops, is the House of Molyneux, dashing war hero and one of the world's most famous fashion designers. Captain Molyneux is proud to sponsor the beautiful new pattern, Paris.

At your silverware dealer's, ask to see it! Paris... the newest, loveliest of designs in silverplate!

Never before was there silverware of such true elegance, such sophistication, at so low a price! Turn the exquisite spoon in your hand. Revel in its soft, glowing sheen. Note the perfect proportions. Feel its weight. Test its fine balance. Hold it close, hold it far away, to get both the craftsmanlike skill of its detail, and the sheer daring of its simplicity.

Then consider. Why should you invest your money in cheap silverware... which comes below your ideas of what is worthy of your table... when this silverware... so evidently fine... costs so little more

Think of the years ahead. This gleaming silverplate that you admire so much today will be beautiful through the years, for it is the famous Wm. Rogers & Son Silverplate. Heavily... heavily... plated with pure silver, and with a still greater thickness of pure silver where the most wear comes... no wonder it is guaranteed to give satisfaction.

See this wonderful value. See the hollowware to match. At your dealer's. This very day!

Note the *Viande*\* knife and fork in the illustration... the latest, smartest mode, offered for the first time in silverware of modest price. The *Paris* pattern may also be had in the regular dinner style.

DON'T SAY "ROGERS" SAY  
WM. ROGERS & SON  
SILVERPLATE

THE PATENTED SILVERWARE COMPANY, CHICAGO, ILL.

Hollowware to match! So exquisitely simple! So beautifully contoured! And so modestly priced! For instance, the tea or coffee pot, sugar bowl and cream pitcher are but \$37.50, other pieces proportionately priced.

26 pieces... service for six... in smart, modern chest

the set \$20.00 includes

6 dinner knives (with stainless steel blades) 4 dessert spoons  
1 sugar shell 4 dinner forks 6 teaspoons 1 butter knife  
New *Viande*\* style knife and fork shown at slight additional cost.

\* *Viande*—(Trade Mark)  
Viande Knife—Patented.